PACKAGING
FOR PACKAGING PROFESSIONALS NOVEMBER 1991

LITTLE SHOPPERS, BIG BUCKS

Savvy Packagers Create Products Just For Kids

Shock Treatment: Cushioning For Electronics

Plan-Ahead Maintenance Cuts Downtime

Blister Machines Help Drugs Thrive

PACKAGING

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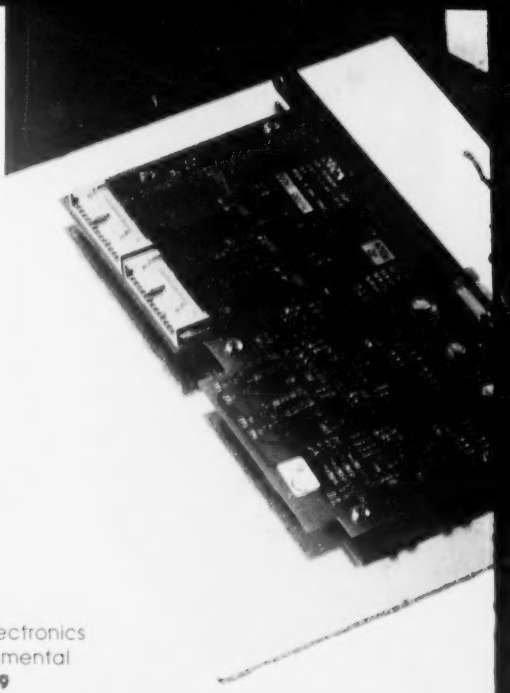
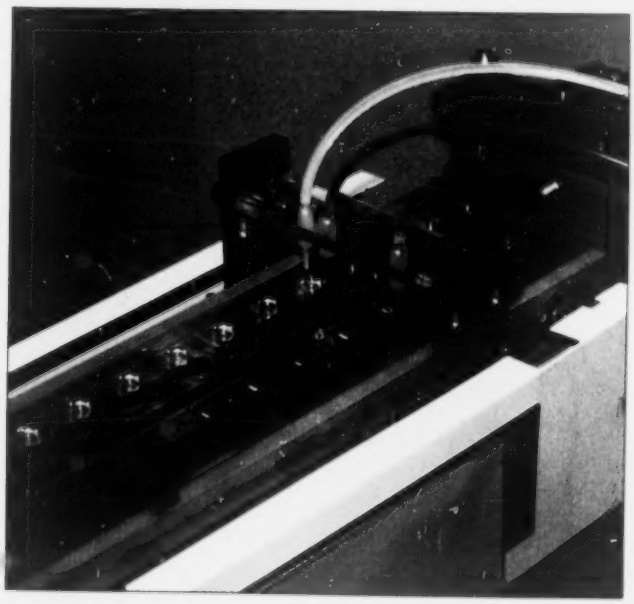


Young shoppers have $1 billion a week to play with. Page **30**



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Just as ink-jet printing gains popularity, new corrugated substrates are making it tough to achieve high quality

PVC remains an easy target

Polyvinyl chloride has been under attack for two decades and PVC packaging has been hurt. Is its luck about to change?

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ENVIRONMENTAL NEWS

Study Suggests Deposits Hamper Curbside Collection

A recently released survey prepared for the National Soft Drink Association suggests that beverage container deposit laws hamper the ability of communities to make curbside recycling programs succeed. The reason: The value of recycled beverage containers forms the economic backbone of many curbside programs, often subsidizing the collection of all the other recyclables.

The survey of components in the solid-waste and recycling streams of two localities—Anne Arundel County in Maryland and the Town of Islip, New York—was performed by consulting firm Gershman, Brickner and Bratton. The Maryland county is a curbside-recycling community; Islip has a deposit law in addition to curbside recycling.

The results were these: The net cost to recycle a ton of solid waste in a curbside program without a deposit law is $117 per ton; to recycle a ton in a system with both programs costs $145. The study also showed that if the deposit law were rescinded in Islip and beverage containers were included in curbside bins, revenues to the local government from the sale of recyclables would be 400% greater.

In a related announcement, the Glass Packaging Institute has released a video promoting the benefits of comprehensive curbside recycling. The theme of "One Stop Shopping, One Stop Recycling" is that forced deposits create consumer confusion and undermine the economic health of the recycling industry by diverting glass.

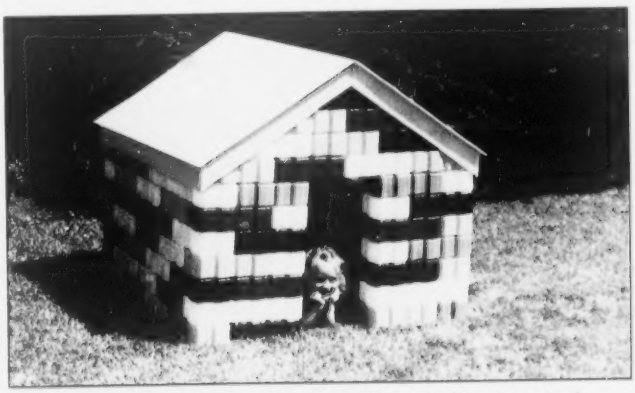
For more information on the solid-waste survey, circle **240**. To obtain a copy of the video, circle **241**.

HDPE Bottles Become Building Blocks When Empty

From Olive Hill, Ky., comes a quirky FDA-approved high-density polyethylene container that is made to be reused. The half-gallon and gallon-sized VessLBloX are available in a number of colors and are touted as a building-block toy for kids after their initial use as containers. Blue, green, red, yellow and white are available.

Room dividers, planters, storage buildings, greenhouses, rafts, dog houses and other structures can also be made with the interlocking bottles. According to the manufacturer, roof and door accessories are even available for really serious young (or middle-aged) builders.

For more information about the containers, circle **242**.



FDA-approved high-density polyethylene half-gallon and gallon bottles have an afterlife as colorful building blocks.

Rural Recycling Bows In Tenn.

One of the nation's first rural curbside recycling programs will be introduced in Hamblen County, Tenn., on January 1, 1992.

The Morristown-Hamblen Keep America Beautiful System is an affiliate of Keep America Beautiful Inc. It developed the recycling program as "an outgrowth of the current voluntary drop-off program at several school locations," according to Sami Barile, area executive coordinator.

New state law waste-reduction guidelines are aimed at the national goal of a 25% reduction in solid waste by December 31, 1995. The county decided to begin implementing a plan.

A bag collection method, separating newsprint from other recyclables, is planned. Every other week on regular trash days a second truck will pick up recyclables and both city and county collectors will take them to a central location.

Hamblen County residents are also the first in the state to have curbside garbage pickup provided by local government.

Plastic Recycling Set To Spurt By 2000—Study

As many as 3.6 billion pounds of plastic resins will be recycled by the year 2000—or three times the amount recycled in 1990. This according to a study just released by Business Communications Co., a market research firm in Norwalk, Conn.

Stocks of potentially recyclable materials will also continue to grow according to the study, entitled *The Secondary Plastics Recycling Business*. By 2000, stocks of potentially recyclable plastics will total 55.7 billion pounds, up from 36.6 billion pounds in 1990.

Not surprisingly, recycling of polyethylene terephthalate and high-density polyethylene will increase the most. PET, for instance, was recycled at a rate of 24.1% in 1990. That rate will increase to 35.9% by the year 2000, or 1.4 billion pounds recycled. But the study also indicates that low-density polyethylene will reach a 2.1% recycling rate by 2000. And polyurethane, which was not recycled at all in 1990, will experience a reuse rate of 8.1% by the year 2000 as producers and converters initiate recycling strategies.

For more information about the study, circle **243**.

RECYCLED RESIN PRODUCTION, 1990-2000
(Millions of pounds)

	1990			2000		
	Potentially recyclable	Recycled stocks	Recycling rate (%)	Potentially recyclable	Recycled stocks	Recycling rate (%)
PET	1,968	475	24.1	3,731	1,340	35.9
HDPE	7,074	175	2.5	10,641	967	9.1
LDPE	9,739	108	1.1	13,894	285	2.1
PP	5,510	155	2.8	8,399	389	4.6
PVC	5,656	62	1.1	9,156	140	1.5
PS	4,646	80	1.7	6,477	190	2.9
PUR	2,003	0	0.0	3,438	280	8.1
Total	36,596	1,055	2.9	55,736	3,591	6.4

Source: Business Communications Co., Norwalk, Conn.

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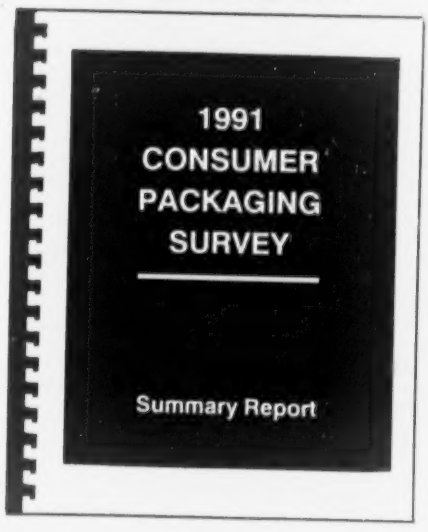

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